

FIG. 1

2/8

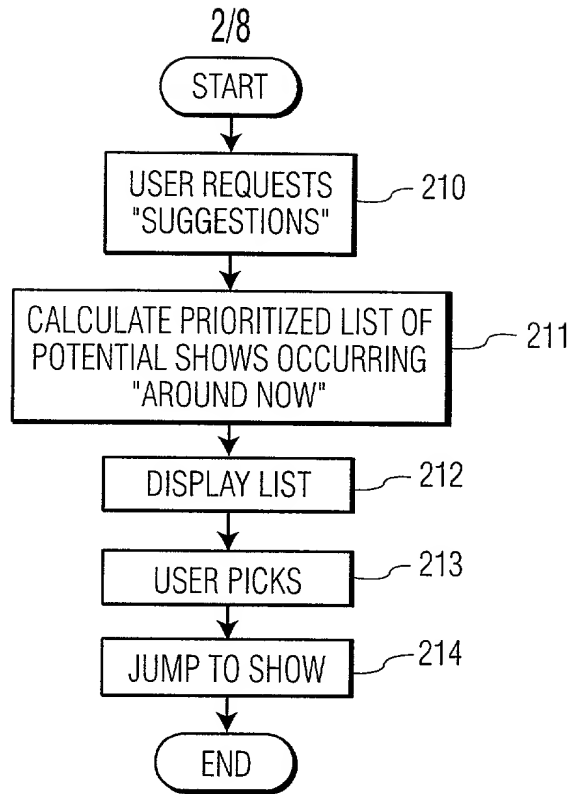


FIG. 2A

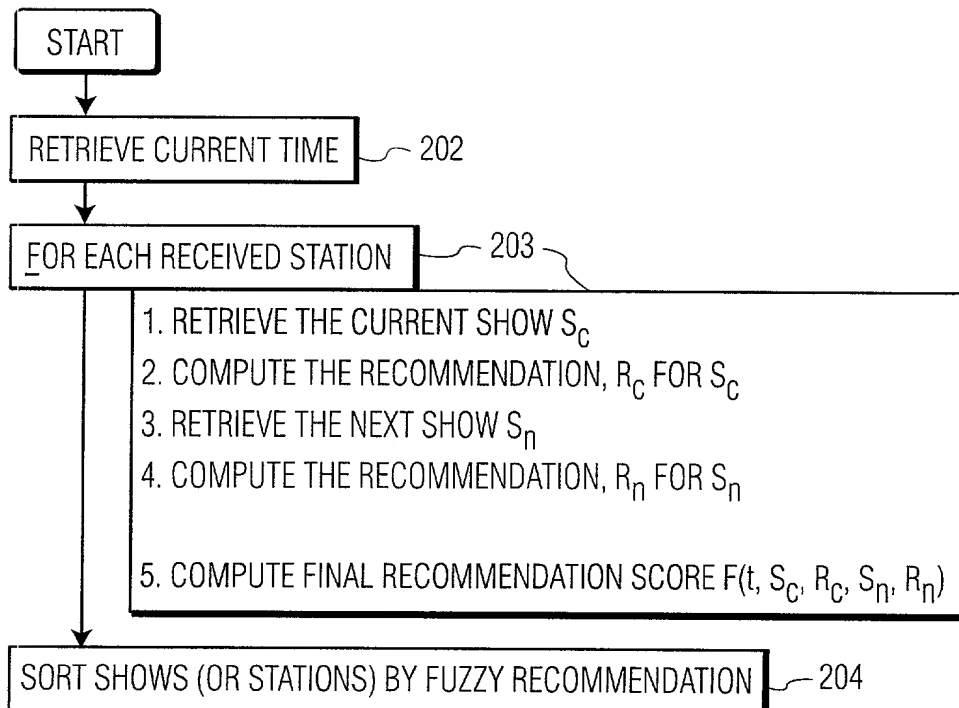


FIG. 2B

1. PRESIDENTIAL DEBATE (STARTS IN 5 MINS), ABC-7
2. BASEBALL PLAYOFFS, YANKEES V. MARINERS (STARTED AT 8), NBC-4
3. X-FILES (STARTS IN 5 MINS), FX-63
4. COPS (STARTS IN 5 MINS), KTBC-64
5. DARK ANGEL (STARTS IN 5 MINS), FOX-5

FIG. 3A

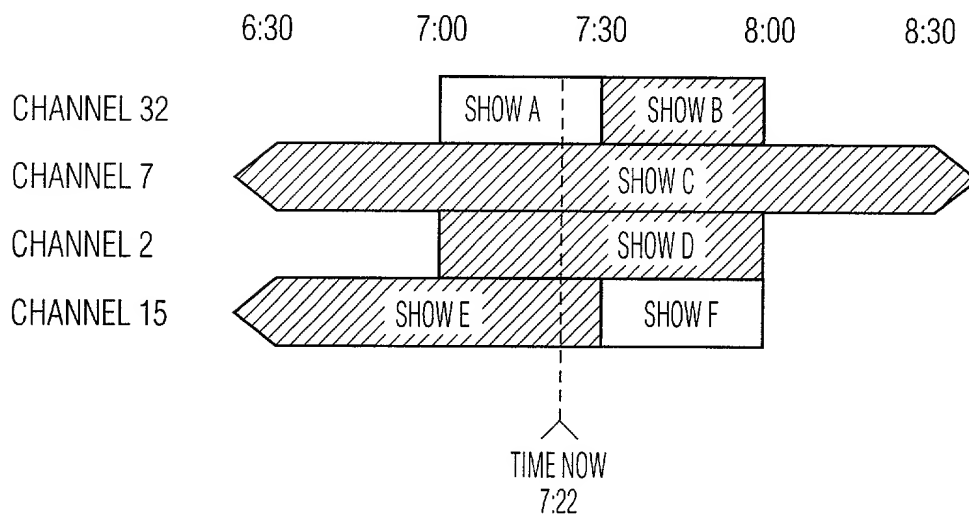


FIG. 3B

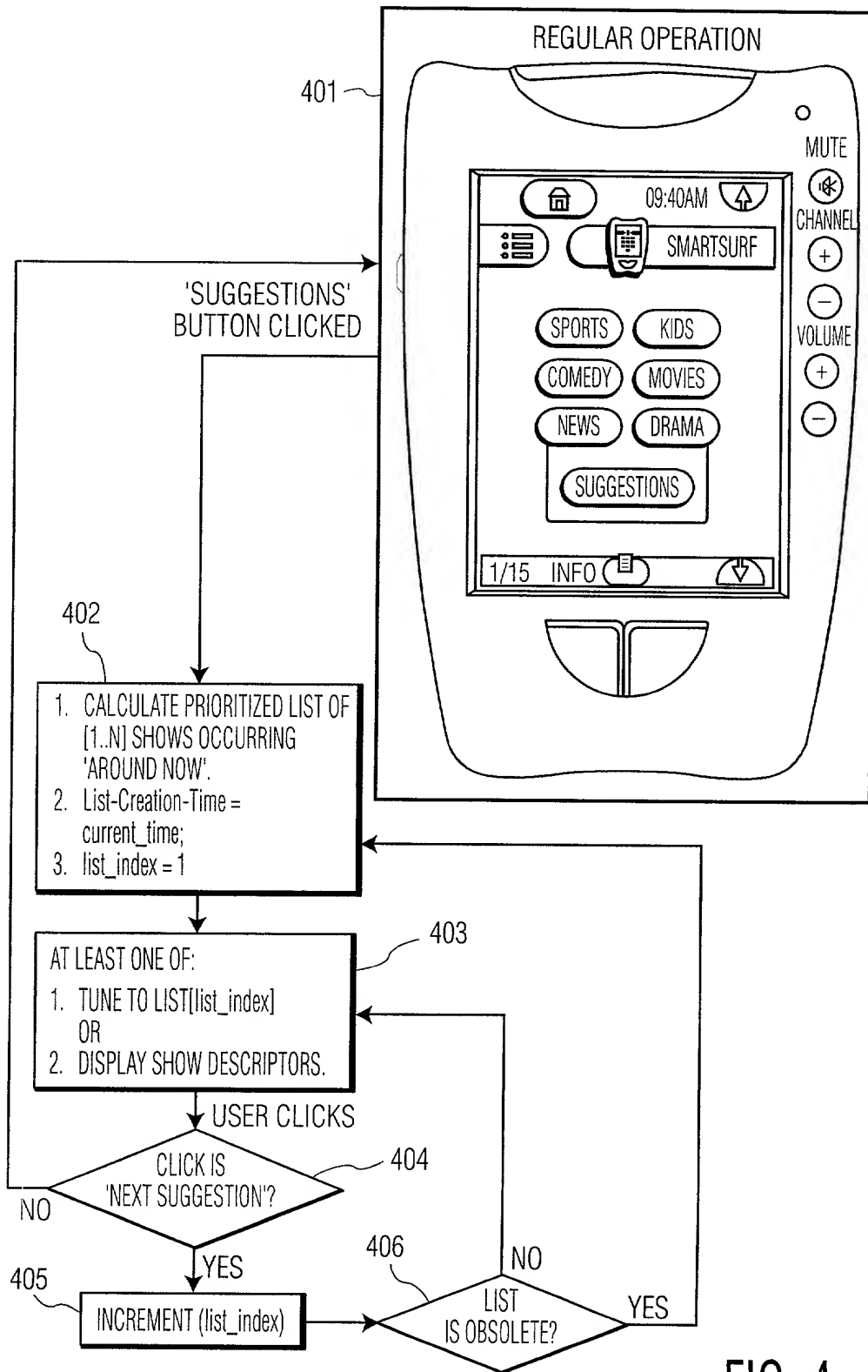


FIG. 4

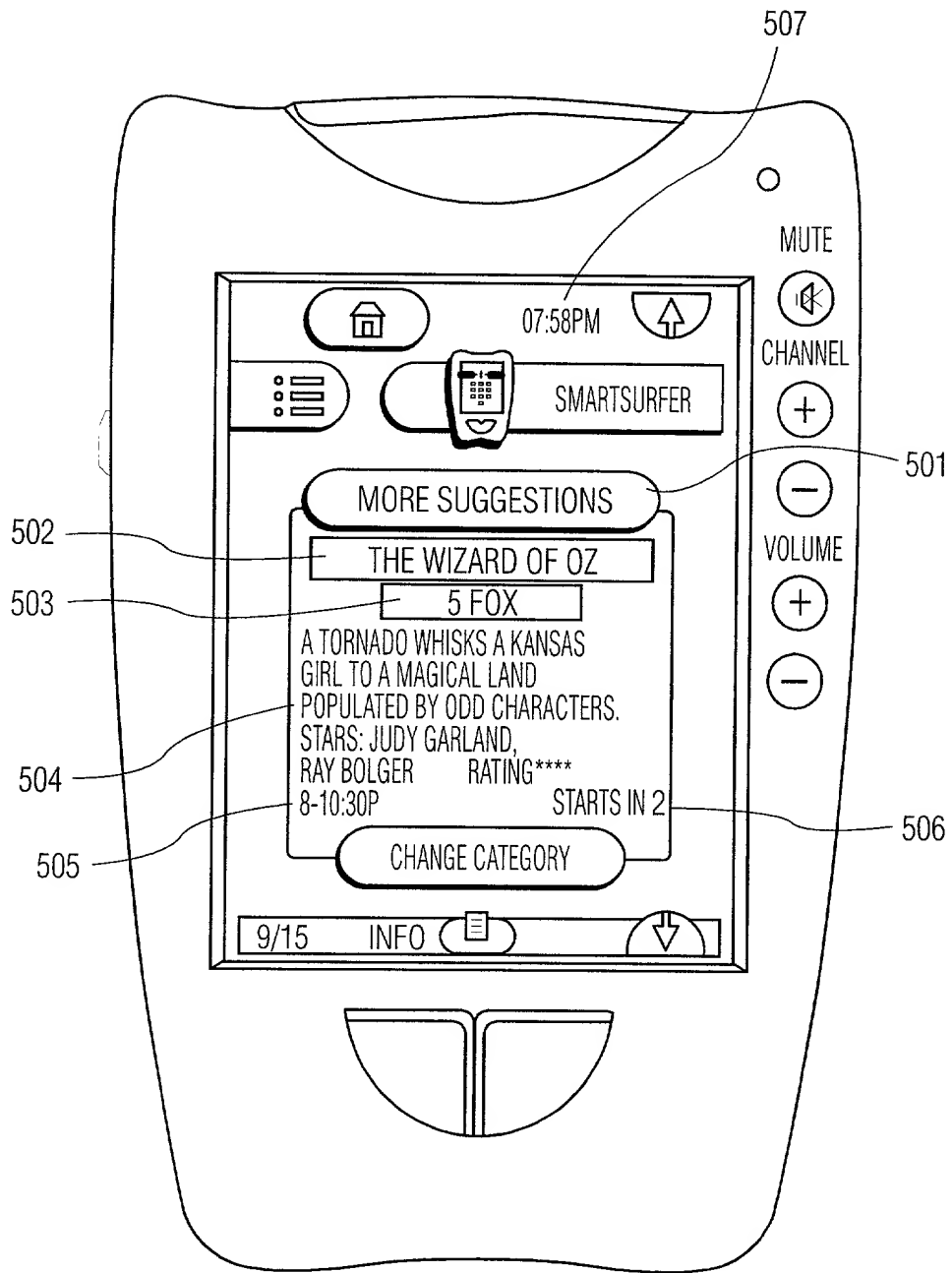


FIG. 5

$$w = f(\text{current\_time}, \text{start\_time}, \text{end\_time}, \text{length}) \quad (1)$$

$$\text{final\_recommendation} = w * \text{nominal\_recommendation}(\text{personal\_profile}) \quad (2)$$

$$\text{nominal\_recommendation}(\text{user\_selected\_category}) = \begin{cases} 1 & \text{if user\_selected\_category} \\ & \text{included in event's descriptive} \\ & \text{categories} \\ 0 & \text{otherwise} \end{cases} \quad (3)$$

$$w = f(\text{current\_time}, \text{start\_time}, \text{end\_time}) = \begin{cases} 1 & \text{if } \left\{ \begin{array}{l} \left( \text{current\_time} > \text{start\_time} - \right. \\ \quad \left. \text{waiting\_threshold\_time} \right) \\ \text{and} \\ \left( \text{current\_time} < \text{end\_time} - \right. \\ \quad \left. \text{undesirable\_show\_ending\_threshold\_time} \right) \end{array} \right\} \\ 0 & \text{otherwise} \end{cases} \quad (4)$$

$$w = f(\text{current\_time}, \text{start\_time}, \text{end\_time}) = \begin{cases} 1 - \frac{\text{start\_time} - \text{current\_time}}{\text{start\_time} - \text{waiting\_threshold\_time}} & \text{if } \left( \text{current\_time} > \text{waiting\_threshold\_time} \right. \\ & \quad \left. \wedge \text{current\_time} \leq \text{start\_time} \right) \\ 1 - \frac{\text{current\_time} - \text{start\_time}}{\text{end\_time} - \text{start\_time}} & \text{if } \left( \text{current\_time} > \text{start\_time} \wedge \right. \\ & \quad \left. \text{current\_time} < \text{end\_time} \right) \\ 0 & \text{if } \left( \text{current\_time} \leq \text{waiting\_threshold\_time} \right. \\ & \quad \left. \vee \text{current\_time} \geq \text{end\_time} \right) \end{cases} \quad (5)$$

$$\text{final\_recommendation\_function} \left( \begin{array}{c} \text{current\_time}, \\ \text{start\_time}, \\ \text{length}, \\ \text{nominal\_recommendation} \end{array} \right) \quad (6)$$

FIG. 6

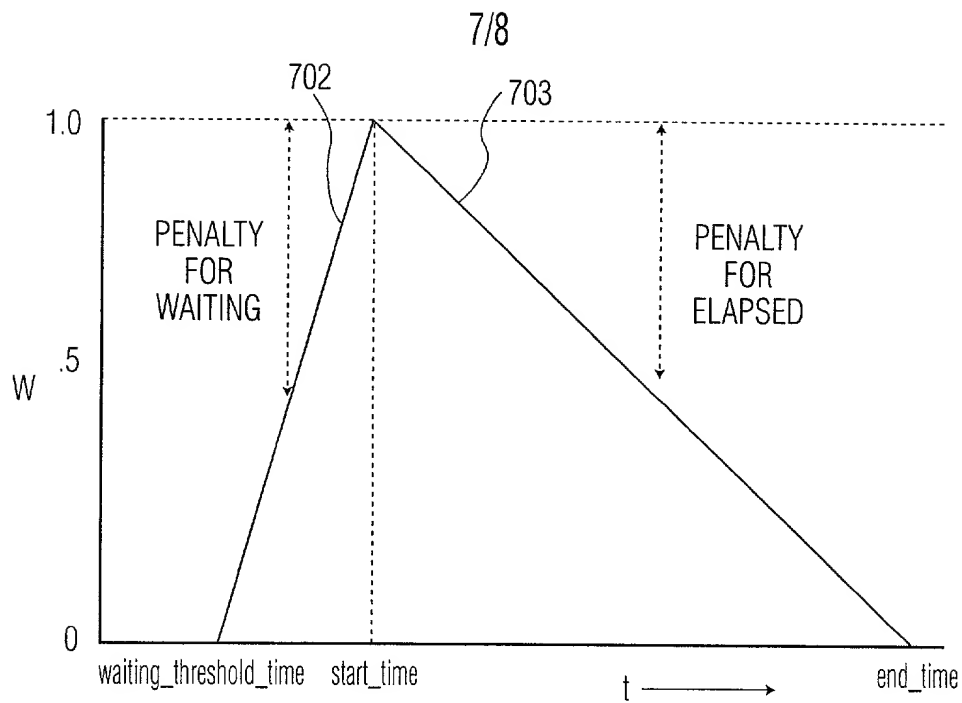


FIG. 7

FIG. 8A

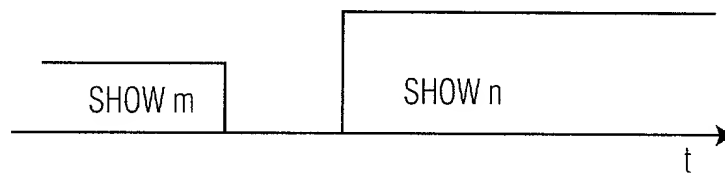


FIG. 8B

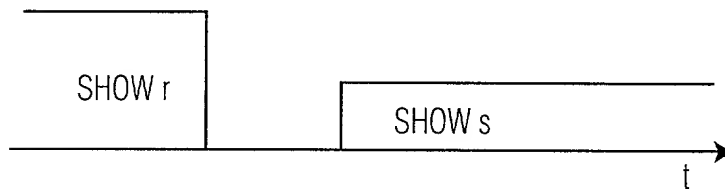


FIG. 9A

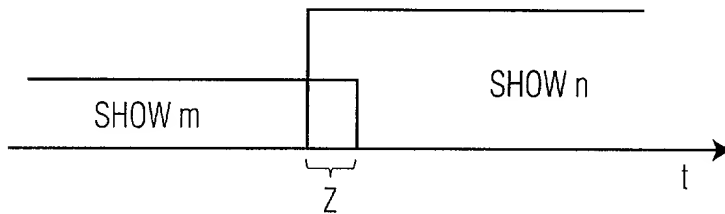


FIG. 9B

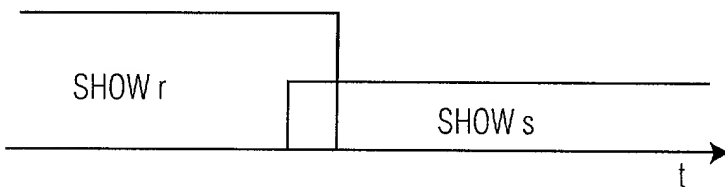


FIG. 10A

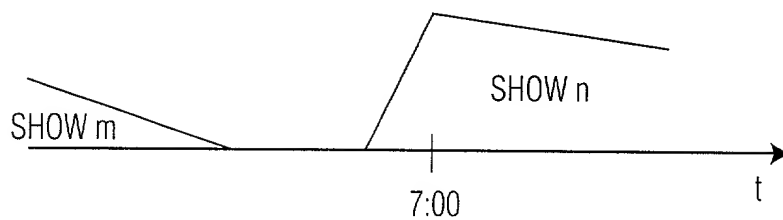


FIG. 10B

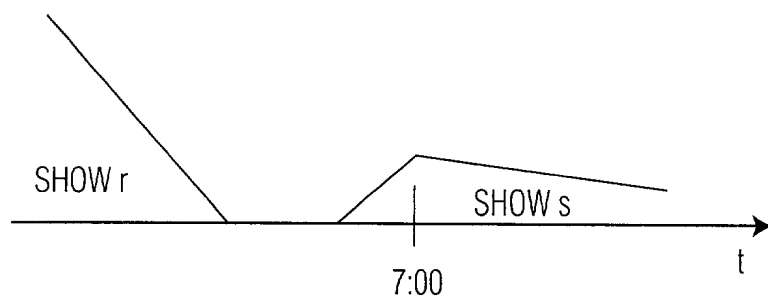


FIG. 11A

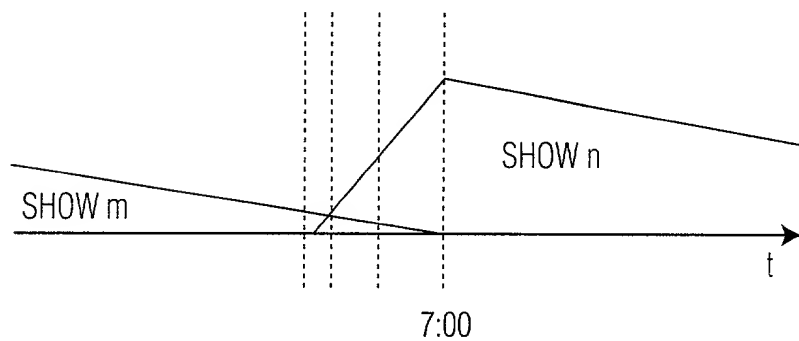


FIG. 11B

